

Serial No. 10/010,486

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PD-201169

**REMARKS**

Applicants wish to thank the Examiner for considering the present application. In the Office Action dated February 10, 2006, Claims 1-19 are pending in the application. Applicants respectfully request the Examiner for a reconsideration of the rejections.

Claims 11 and 12 stand objected to for their dependency. Claims 11 and 12 have been amended to be dependent from Claim 8.

Claims 1-19 stand rejected under 35 U.S.C. §102(e) as being anticipated by *Zigmond* (6,698,020).

Applicants have amended Claims 1 and 14 to recite a sensor generating a message indicative of a subscriber viewing the broadcast programming. Claim 8 is a method claim that has been amended to recite generating a viewing message indicative of a subscriber viewing the broadcast programming. The stored multimedia messages are displayed in place of the broadcast programming being currently viewed by the subscriber in response to the viewing message. Applicants have reviewed the *Zigmond* reference and can find no teaching or suggestion for a sensor generating a viewing message indicative of the subscriber viewing the broadcast programming. Applicants therefore respectfully request the Examiner to reconsider the rejection of Claims 1, 8 and 14 in light of the amendments above. Applicants respectfully submit that these claims are now allowable and therefore Applicants respectfully request the Examiner for a reconsideration of the rejections.

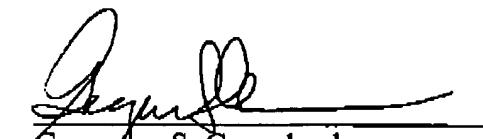
In light of the amendments and remarks above, Applicants submit that all rejections are now overcome. The application is now in condition for allowance and expeditious notice thereof is earnestly solicited. Should the Examiner have any questions or comments which would place the application in better condition for allowance, the Examiner is respectfully requested to call the undersigned attorney.

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Respectfully submitted,



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